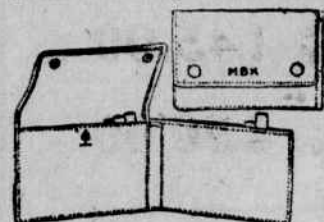




Philosophy of Resignation

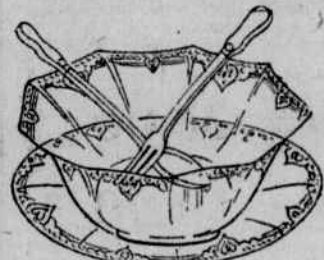
The most important element in reconciling us to the fall in prices is—that we have no means of avoiding it.

Cross "30" Cigarette Case



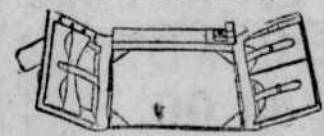
Case of large capacity. Made with two pockets, holding 30 cigarettes, flap covering. Its metal spring pockets hold case in shape and protect cigarettes. Light in weight. When folded it measures 6 1/2 x 3 1/2 inches. Various leathers in tan or black. Unusual value. **\$5.00**
Formerly \$7 to \$9.
Initials stamped 35c extra.

Cross Gift Suggestions



A very attractive and useful salad set: clear crystal with gilt trimming, green, blue or red enamel edge, and colored floral decoration. Bowl measures 8 1/2-inch diameter, plate 10 1/2-inch diameter. Set without fork and spoon. Unusual value. **\$14.50**
Service plates to match extra.
Olivewood salad fork and spoon. Galalith handles, as shown, extra. Per pair. **\$8.50**
Displayed on our Mesquine Floor.

Cross Writing Case



This folding case is one combining elegance with utility. Center opening. Stiff blotter-pad; fitted with ink-well, pen tray, pen, pencil and paper cutter, ample pockets for stationery. Lock and key. Size 11 1/2 x 9 1/2 inches. Of exquisite velvet, catskin leather, pastel shades. **\$28.00**
Colored morocco leather. **\$24.00**
Tan English pigskin leather. **\$28.00**

Cross "Over-Night" Bag



For women. "Victoria" design, complete with fittings. White celluloid toilet and manicure articles, suitable for everyday use. Bag is capacious and light in weight and very convenient to carry. Black or colored morocco leather, size 14-inch. Specially priced. **\$49.20**
Size 16-inch. Specially priced **\$51.95**

Tan Gloves

Real Capeskin

English—Handsewn
Better than machine sewn
WOMEN \$3.25 MEN \$3.75

Mark Cross

The World's Greatest Leather Stores

NEW YORK

404 Fifth Ave. 253 Broadway

(At 57th Street) (Opp. City Hall)

BOSTON LONDON

145 Tremont St. 89 Regent St.

Dealers Throughout the World

LONG SKIRTS AGAIN AT VASSAR? NEVER!

'Twas Just a Joke When They
Appeared on Campus
for a Day.

EARS ARE COVERED TOO

And They'll Be Hidden From
View as Long as They
Are Elsewhere.

Special Dispatch to THE NEW YORK HERALD, Poughkeepsie, Jan. 23.—Often the innocent victim of unjust or absurd rumors, Vassar College was really grossly offended to-day by the circulation of a perfectly ridiculous story that Vassar girls have decided to wear long skirts and bring their cars out into the open. Investigation on the campus quickly disclosed the utter silliness of the rumor. It appears that a member of the alumnae happened to see a Vassar girl who merely happened to be wearing, for a joke or something, one of those curious, old fashioned garments that fell to the ankles—impossible, unhygienic affairs. A student's investigation is now forward to determine not merely the identity of the particular young woman whose thoughtlessness (for it could have been nothing more serious) was responsible for the origin of the whole distressing story.

Various surmises are offered to account for the apparent fact that the girl in question was actually wearing a skirt which, truth demands, must honestly be called long. It may have been in a spirit of jest. Another guess is that the skirt was to be cut down and that it was being "tried out" first. However, it is recognized that the young woman's conduct was indiscreet and the cause of talk which is manifestly annoying to the students. The insinuation that Vassar girls are returning to the dust catchers and street sweepers of our grandmothers' day is indignantly repelled. So far as Vassar is concerned, and Vassar is always smartly up with the vogue and space with the mode, skirts will remain their present length. That was agreeably obvious yesterday as the young women were on their way from dormitories to the skating ponds.

The insinuation concerning ears annoyed Vassar considerably, but was not taken so seriously as the baseless story about lengthened skirts. It is a matter of plain fact that nobody has seen a Vassar girl's ears for two years, and unless the style changes it will be another two years before even the pinky tip of a Vassar ear is disclosed to the appreciative gaze of the world. Vassar intends to keep its ears under cover, well hidden by the fluffy hair of whatever shade that falls to the right and left or is tucked almost bobwise in graceful puffs at each side of the head. One girl explained the whole episode by saying that several of her college mates appeared one afternoon recently on the campus dressed in the style of the nineties, and that they attired themselves thus absurdly to show certain "old maids" what they would look like if compelled to dress regularly in the abandoned, outlandish style. "In the evening, by way of contrast," she said, "the same girls put on their most up to date, ultra modern things, short skirts, silk stockings, satin pumps and all the rest. They desired by doing this to emphasize how ugly and disagreeable the old fashioned clothing was."

PUBLIC OWNERSHIP OF TIMBER LAND URGED

Pulp and Paper Men Submit Report by Committee.

Public ownership of timber lands was favored in a report submitted yesterday to the American Paper and Pulp Association, meeting in the Waldorf, by the committee of forest preservation. Surveys of all forest lands, improved fire protection and encouragement to owners of forest lands who wish to grow timber also were urged. The committee consists of Frank L. Moore of Watertown, D. A. Crocker, W. E. Haskell and R. S. Kellogg of this city and C. H. Worcester of Chicago. One of the recommendations was that in case timber land owners show no disposition to grow timber, the lands should be taken over by the Government and made a part of the national forests. The original forest area of 850,000,000 acres has been reduced to 550,000,000 acres, it was stated.



The Climax

SOON Maxon's will be able to say "Finis" to its collections of Winter Models. But several hundred singularly charming Street, Afternoon and Evening Gowns and exquisite Coats, Suits & Wraps are still beckoning coquettishly, and these may be had at about

One-third the Usual Cost

\$19 to \$119

Spring Debut

ALREADY we are attuned to play for you "Mendelssohn's Spring Song" in the form of a beautiful Spring Dress symphony. Adorable models for Florida, California, etc. Also Sport Suits. Two for the price of one.

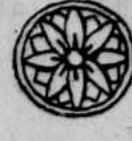
MAXON
MODEL GOWNS

1537 Broadway cor. 48 St.

One flight up—elevator or stairway



FRANKLIN SIMON & CO



A STORE OF INDIVIDUAL SHOPS

FIFTH AVENUE, 37th AND 38th STS., NEW YORK

Announcing the Debut of a New Model in the
Bramley Group of Youthful Fashions

MISSSES'

Bramley One-Piece Dress

Registration applied for)

OF WOOL JERSEY

Exclusive with Franklin Simon & Co.

35.00



PRESERVING the "family characteristics" of the two-piece Bramley Dress first introduced to youthful wearers by Franklin Simon & Co., the one-piece Bramley Dress displays individual charm that bids fair to eclipse its predecessor in Fashion's favor.

Henna, Gray, Wren Tan or Navy Blue with Oyster
White Linen Collar and Cuffs Piped to Match;
Knee-Length, Hand-Sewed Hem

SIZES 14 to 20 YEARS

MISSSES' GOWN SHOP—Second Floor

FOR WOMEN

SHAGGY WOOL CAPE

A NEW KNITTED FABRIC

Exclusive with Franklin Simon & Co.



The Success of the Resort
Season on the Continent
and in America

50.00

AMONG the distinguished foreign fashions to establish their vogue in America this season is the shaggy wool cape, whose favor now reaches the sunshine resorts, to return again to the metropolis and Northern and Eastern resorts when their sunshine season opens.

Gray, Henna, Beige, White, Navy Blue or Black

WOMEN'S WRAP SHOP—Fourth Floor

Introducing an Original Springtime Fashion
for Present Time Wear

WOMEN'S

Lochspun Two-Piece Dress

(Registered)

OF WOOL JERSEY

Man-Tailored in Our Own Workroom

45.00

A REVELATION in practicality is the new Lochspun dress for women, which lends the charm of a slender, spring-like fashion to innumerable "between-season" occasions, serving graciously as a town or resort dress, an at-home or travel dress.



Of Wool Jersey in Henna, Gray, Bark, or Navy Blue,
with Pleated Skirt, Surplice Bodice,
Detachable Linen Collar and Cuffs

WOMEN'S GOWN SHOP—Third Floor

FOR WOMEN AND MISSSES

JUMPER BLOUSE

OF KNITTED FIBRE SILK

Originated by and exclusive with Franklin Simon & Co.

A Distinctive Blouse to
Complete the Smart Cycle
of Knitted Fashions

25.00



THAT the extremely practical fashion is the extremely smart fashion is corroborated by the refreshing straightline belted jumper blouse of knitted fibre silk, that serves the purpose of blouse or sweater in a resort costume.

Brown or Navy Blue, Fringed to Match,
With Stripes to Form a Smart Contrast

FEMININE BLOUSE SHOP—Third Floor